

# Wisconsin's Fish & Wildlife Annual Report 1999–2000



MacG Photo by Bob Queen, DNR



**STATE OF WISCONSIN**  
**DEPARTMENT OF NATURAL RESOURCES**

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**Darrell L. Bazzell**  
**Secretary**

*Dear Friend,*

*I'm pleased to bring you the 1999–2000 report about how the department uses the Fish and Wildlife Account. We developed this reporting system in response to your requests for more and better information about what the Fish and Wildlife fund pays for. A couple of years ago we restructured our accounting system so that it is easier to show you where the money goes. Now, with three years of reports you can see that we are making progress in areas where some of you have expressed concerns.*

*As you look through the pages of this report, you can now see the work your license dollars support, and how other department funds are used to benefit hunting and angling in Wisconsin. Using all three annual reports, you can compare activities and funding from year to year.*

*I hope you will take a close look at the report and let me know if we can make it more informative for you.*

*Have a great year hunting and fishing in Wisconsin!*

*Darrell Bazzell*

# Wisconsin's Fish & Wildlife Annual Report

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# Introduction

**Your support is vital** to maintaining and improving opportunities to protect and enhance fish and wildlife populations and ensure good hunting and fishing for all. In Fiscal Year 2000 (FY00), we spent \$77.4 million of hunters' and anglers' dollars. The \$77.4 million represents 16.1% of the total funds DNR spends on all programs. This money covers a variety of activities that support hunting and fishing in Wisconsin such as selling licenses, paying the professionals who manage the fish and wildlife populations, communicating with the public, buying public hunting and fishing grounds, enforcing the laws, improving habitat, stocking fish, keeping conservation wardens in the field, providing legal support for land purchases and counsel in enforcement cases; conducting education and outreach; and the general costs of doing business like paying the bills and hiring staff.

For purposes of this report, the \$77.4 million Fish & Wildlife Account portion of the \$480 million total DNR expenditure is split into seven categories: Fish, Wildlife, Enforcement, Facilities & Lands, Licenses, Regional Management, and Administration. These categories were chosen by a group representing hunters and anglers throughout the state. The chapters of this report will show how we spend these funds and what we achieved in each of the seven categories.



## Other Funding Sources

While the Fish & Wildlife funds are vital to our mission, other funding sources directly benefit hunting and angling. When we are able to use funding in a more integrated way (while still honoring the integrity of the funding source) we can maximize the effects and provide broader benefits with less money.

Some examples of the broader benefits are easy to see. Such as:

**Forestry funds:** provide 442,428 acres for habitat, camping, hiking, hunting and fishing.

**Parks funds:** provide habitat, fishing and some hunting programs as well as educational programs about fish and wildlife on-site.

**Endangered Resources funds:** provide habitat for fish and wildlife on about 80,000 acres of state managed natural areas; fishing, hunting and wildlife viewing opportunities at many of these sites; informational materials about fish and wildlife; management of many nongame and endangered or threatened species, and survey and inventory information on a wide range fish and wildlife.

**Boating, ATV and Snowmobile funds:** provide safety programs, enforcement of laws, boat ramps and trails maintenance which give anglers and hunters access to safe and enjoyable fishing and hunting.

**General tax revenue and bonding** (such as the Stewardship Program): provide habitat for fish and wildlife as well as public hunting, fishing and wildlife observation on about 135,000 acres of land surrounding the Chippewa, Turtle Flambeau, Willow flowages, The Great Addition and on several large rivers in Wisconsin.

**Some benefits may seem less apparent, but contribute to the quality of hunting and fishing in Wisconsin just the same:**

**Clean Air Funds:** reduce airborne toxins like mercury that end up in the fish we eat.

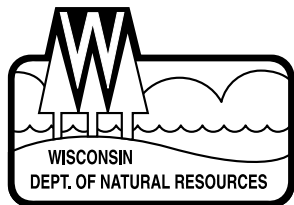
**Wetland Protection Funds:** provide protection and mitigation of wetlands, which serve as nurseries and good habitat for fish and wildlife.

**Non-Point Funds:** provide erosion and runoff management which improve the water quality, clarity and temperature contributing to healthy habitat for fish and wildlife to live and reproduce.

**Wisconsin Natural Resources Magazine:** provides information on important issues to hunters, anglers, non-hunters and non-anglers in Wisconsin. It is provided as part of the Conservation Patron License benefits.







# Fish

## Chapter 1

*Protecting, improving and managing Wisconsin's fisheries resources and aquatic habitats for the benefit of all the state's citizens.*

Who pays for the fisheries program? Support for the fisheries program has remained stable. The Fish and Wildlife Account pays for \$21.2 million or 76% of the \$28.1 million fisheries program and 267 of its 342 positions. The additional 75 positions and \$6.9 million are provided through general tax funds (GPR), federal EPA funding, water regulation permits and other fees and federal grants.

### Where does your Fish and Wildlife money go? (in millions of dollars)

Evaluate fish populations and conduct research	6.1
Rear and stock fish	5.4
Protect and improve habitat	4.2
Inform and educate the public	0.5
Develop rules and regulations	0.3
Pay program operations costs	4.7
<b>Total</b>	<b>\$21.2</b>

### What has your money accomplished in 1999-2000?

**Evaluate fish populations and conduct research:** We sampled 425 stream sites and more than 130 lakes, rivers and flowages, generated walleye population estimates on 38 lakes, and conducted creel surveys on 20 lakes and the Great Lakes to assess stream and lake health, the size and age distribution of fish populations, stocking success rates and the effectiveness of various regulations.

**Raise and stock fish:** Natural reproduction is the key to sustainable fish populations, but stocking continues to play an important role in inland waters and a crucial role in maintaining our Great Lakes trout and salmon fisheries. We stocked nearly 13 million fish last year and our fish health program insured that our hatcheries could be more productive and stock healthier fish.

**Protect and improve habitat:** Improving fish habitat and protecting existing habitat from illegal shore-line development can increase the number, size and spawning success of trout, walleye, bass, northern pike and other game fish. We worked with more than 10,000 landowners to review their waterfront and wetland projects to insure these projects did not harm habitat and water quality. We improved habitat on 30 miles of trout streams, 5 more miles than usual because of the work of six new project employees funded by Federal Sport Fish Restoration Funds. We



also improved habitat on 23 lakes and several pools on the Mississippi River, and removed several dams to restore habitat with support from willing community partners.

## Major sport fishes stocked by the DNR

Species	FY99 Quotas (7/99 through 6/00)	FY99 Stocking (7/99 through 6/00)*
Muskellunge	182 thousand	150 thousand
Northern Pike	80 thousand	122 thousand
Walleye	6.2 million	5.3 million
Largemouth Bass	250 thousand	354 thousand
Inland Trout	1.9 million	2.3 million
Great Lakes Trout	2.8 million	2.6 million
Great Lakes Salmon	2.1 million	1.9 million
Lake Sturgeon	51 thousand	38 thousand
<b>Total</b>	<b>13.56 million</b>	<b>12.76 million*</b>

Notes: Numbers *do not* include fry stocking or fry plant back.

**Inform and educate the public:** Introducing citizens to Wisconsin's lakes, streams and fishing opportunities is crucial to establishing support for protecting these resources and to generate greater interest in fishing. Schoolteachers, along with fishing club members, camp staff, and youth mentors, were among the 165 new volunteers we trained this year at workshops to help them learn how to introduce youngsters to fishing and aquatic resources. When each of these volunteers takes a group of kids to the water's edge, the multiplier effect pays big dividends for our aquatic resources.

We've made fishing equipment available for loan at five more locations statewide to help groups, families, and individuals take that step outside. Our state fish hatcheries were increasingly discovered as great destinations: more than 100,000 people visited this year.

**Develop rules and regulations:** Regulations remain an important tool to help us manage fisheries. We revise them to respond to changes in fish populations and feedback from the public, and we try to balance using special regulations to offer a range of fishing experiences with the need to keep regulations simple.

**Pay program operation costs:** We spent \$4.7 million on the basic services and tools our fishery biologists and technicians need to do their jobs. That total includes \$1.8 million in general fisheries work including planning fisheries work; staff training sessions, fish kill investigations, demonstration fish surveys, and staff time for public presentations and individual contacts. It also includes \$1.1 million in basic program services and equipment, and another \$1.1 million in administration, workers compensation costs and internal support services. The rest paid for general cooperative programs including \$43,000 for research and \$366,000 for the Mississippi River Lower St. Croix.

## Where are we going in 2000–2001?

**Evaluate fish populations, conduct research:** We'll continue to determine lake and stream health by monitoring fish communities and trophic status to identify negative trends and act to reverse them.

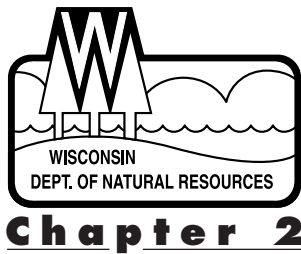
**Raise and stock fish:** We'll continue to implement recommendations in the Legislative Audit Bureau Report to improve hatchery operations, work toward renovating facilities, and recruit qualified people for vacancies.

**Habitat protection and improvement:** We plan to improve trout habitat along 30 miles of streams, work with landowners, angling groups and lake associations to protect and restore habitat along lake shorelines. We will also work with farmers on new federal programs to improve habitat along rivers and streams.

## How is fisheries work funded?

Funding Source	Dollars (in millions)	Percent
<b>Fish and Wildlife Fund</b>		
License Fees	12.6	0
Salmon Stamp	1.1	0
Trout Stamp	1.5	0
Sport Fish Restoration	5.4	0
Misc. grants and donations	0.6	0
<b>Subtotal, Fish and Wildlife Fund</b>	<b>21.2</b>	<b>76%</b>
Rest of the Conservation Fund *	0.9	3
General Taxes (GPR)	6.0	21
<b>Total</b>	<b>28.1</b>	<b>100</b>

\* The rest of the Conservation Fund is made up of Forestry, Parks, Water Resources, Snowmobile, Boating, Motorcycle, All Terrain Vehicle, Magazine, and Federal Indirect Funds.



# Wildlife

*Managing, preserving, and promoting Wisconsin's wildlife populations and their habitats; and promoting wildlife enjoyment and appreciation for the benefit of current and future generations*

## Who pays for the wildlife program?

The Fish and Wildlife Account pays for \$19.0 million or 75% of the \$25.3 million wildlife program and 158 of its 222 positions. The additional 64 positions and \$6.3 million are provided through general tax funds (GPR), state income tax checkoff, state vehicle license plate sales, and federal and state grants and the rest of the Conservation Fund.

## Where does your Fish and Wildlife money go? (in millions of dollars)

Conduct research and monitor diseases	3.4
Develop regulations, issue permits, reimburse farmers	4.4
Improve habitat and manage non-game species	4.7
Manage public lands	1.4
Stock game species	.8
Inform and educate the public	1.7
Pay program operations costs	2.6
<b>Total</b>	<b>\$19.0</b>

## What did your money accomplish in 1999–2000?

**Conduct research and monitor disease:** We survey wildlife populations to monitor their health and habitat needs and allow staff to set biologically sound quotas in Wisconsin and along the North American routes of migratory waterfowl. This year, our staff conducted 957 surveys of wildlife populations and banded more than 10,500 waterfowl in an effort to track their movements.

**Develop regulations and issue permits:** We worked with citizens and conservation groups at 513 public meetings to set quotas and hunting rules and regulations. We responded to nearly 5,889 complaints about nuisance wildlife and issued 1,289 permits to raise, rehabilitate, stock and collect game species.

**Improve Habitat and Manage Wildlife Species:** Our staff restored wetlands, created and maintained grasslands and forest openings, and built nests, dams, and other structures to create or enhance habitat on 5 million acres of publicly-owned land and about 13,105 acres of privately-owned land. In addition, they provided technical assistance to enable 1,782 landowners



24.5%  
of each Fish &  
Wildlife Dollar





to improve habitat on their land. Habitat improvement benefits many species including common and endangered or threatened species.

## Habitat Projects Completed in 1999 and 2000 on public and private lands

Activities	Public Lands	Private Lands
Restored/established wetlands	40 wetlands on 180.5 acres	80 wetlands on 1,428 acres
Established/maintained forest openings	1,150 openings on 1,940 acres	—
Restored/established grasslands	1,439 acres	6,495 acres
Developed woodlands /brushlands	324 acres	—
Built nesting structures	348	235

**Manage public lands:** We improved access by leasing 48,325 acres to serve as public hunting grounds and acquiring 14,767 acres for long-term wildlife management. Our wildlife staff manages 500,000 acres of hunter accessible public lands to provide suitable habitat for game species.

**Stock game species:** While we stress maintaining healthy wildlife populations by enhancing habitat, stocking operations also are important for certain species. We raised and released 56,000 pheasants on 97 state properties and provided 62,000 day-old chicks to 66 conservation and hunting groups who raise and release the birds.

**Reimburse farmers for wildlife damage:** Issued 476 shooting permits and \$1.3 million in claims—a dollar from every license—to farmers for crops damaged by bear, deer and geese in 1999.

**Inform and educate the public:** Our interpretative programs and outdoor skills classes reached more than 47,700 people ranging from toddlers to senior citizens. More than 100 disabled hunters participated in special hunts. We reached the broader public through 1,000 media articles and interviews, and by answering questions for 387 staff-days at fairs, sports shows and Farm Progress Days.

**Pay program operations costs:** Costs associated with wildlife planning, cooperating with other DNR programs, equipment maintenance and repair, insurance and salaries are all vital to getting the job done. Without these basic services our wildlife biologists and technicians would not be able to do their jobs.

## Where are we going in 2000–2001?

**Habitat is Job #1!** Wildlife staff around the state will remain focused on meeting the habitat needs of Wisconsin's wildlife. Whether you talk frogs, chipmunks, wolves, ruffed grouse or black bears, the job of conserving wildlife starts with making sure they have a place to live in Wisconsin. To accomplish this, you may see us working with private landowners, or public land managers, or attending a town or county board meeting. Land use in Wisconsin will determine what happens to wildlife habitats. We want to be at the table to speak on behalf of wildlife.

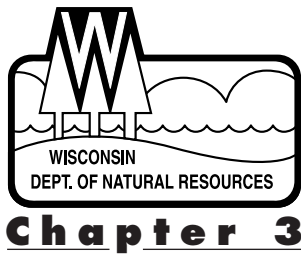
**Critter watch:** As we have in the past, Wisconsin's wildlife managers will be devoting a lot of their time to monitoring the trends in wildlife abundance. Is the killdeer population increasing? How about gray squirrels? In some cases, we have good survey information, in other cases we know very little. However, in all cases, we want to have a system of monitoring species to make sure no serious declines take place.

**State of the Art Deer Management:** The Deer Management for 2000 and Beyond strategic planning effort has created a road map to improve our deer management system. We will be working hard to implement the many recommendations that came out of that effort. Additional staff and financial resources are needed to be successful.

## How is the wildlife work funded?

Funding Source	Dollars (in millions)	Percent
Fish and Wildlife Fund		
License Fees	9.9	39
Turkey Stamp	0.3	1
Pheasant Stamp	0.4	2
Waterfowl Stamp	0.5	2
Pittman Robertson Federal Aid	4.4	17
Wildlife damage surcharge	2.4	10
Misc. grants and donations	1.1	4
Subtotal, Fish and Wildlife Fund	19.0	75
General Taxes (GPR)	3.9	16
Other Funds	.3	1
<b>Total</b>	<b>25.3</b>	<b>100</b>

\* The rest of the Conservation Fund is made up of Forestry, Parks, Water Resources, Snowmobile, Boating, Motorcycle, All Terrain Vehicle, Magazine, and Federal Indirect Funds.



# Enforcement

*Ensuring the right of all people to safely use, share and enjoy Wisconsin's natural resources through firm, fair and effective law enforcement, education, and partnerships with individuals and groups to prevent poaching and other problems.*

## Who pays for the enforcement program?

The Fish and Wildlife Account pays for \$13.7 million or 60% of the enforcement program's \$22.6 million budget and 136 of its 229 positions. The additional 93 positions and \$8.9 million are provided through general tax funds (GPR), Environmental Fund, Recycling Fund and the rest of the Conservation Fund.

## Where does your Fish and Wildlife money go? (in millions of dollars)

Enforce fishing, hunting and trapping laws	11.5
Inform and educate the public	0.5
Provide hunter education	0.8
Manage car-killed deer disposal	0.3
Pay program operations costs	0.6
<b>Total</b>	<b>\$13.7</b>

## What did your money accomplish in 1999–2000?

**Enforce wildlife, fish and trapping laws:** Our conservation wardens protect Wisconsin's natural resources and help ensure good and fair hunting, fishing and trapping opportunities for all by patrolling hunting lands, lakes and rivers at times when violations are likely to occur. We check hunters, anglers and trappers for the required licenses, and insure they follow Wisconsin bag and season limits and laws governing methods of taking game. Wardens are also responsible for reviewing applications and conducting inspections and audits in connection with special permits and licenses required of disabled hunters, taxidermists, wild ginseng and wild rice dealers, fishing guides, fur and game farms, and other individuals or operations involving wildlife.

Our year-long training program for new wardens requires a mix of classroom instruction, field assignments under a veteran warden, and continuing education—all of which require significant time and money. Veteran wardens also receive training every year in new laws, firearms skills and investigative techniques, and warden supervisors coach and direct field wardens to ensure laws are enforced consistently across the state.



17.7%  
of each Fish &  
Wildlife Dollar



**Inform and educate the public:** Because Wisconsin's fish and wildlife regulations are complicated and change frequently, informing people about these rules and why they're necessary is an important part of conservation wardens' duties. Our wardens present this information at schools, conservation and civic club meetings, and other group meetings.

**Provide hunter education:** Teaching hunters to handle firearms safely and to follow other safe and ethical hunting practices has helped reduce the hunting accident rate in Wisconsin by 90% since the program began in 1967. Volunteers teach the classes, but wardens recruit instructors and coordinate the program, publicize safe hunting practices, and make presentations during the courses. In 1999-00 4,000 volunteer instructors trained 32,000 students. Our hunter education staff focus and improve safety course instruction and laws through analyzing hunting accident investigations. The hunter education program also provides access to shooting ranges through cooperative efforts with clubs.

**Manage car-killed deer disposal:** In recent years, car-deer crashes have killed more than 42,000 deer each year. We contract to have unclaimed deer hauled away from the roadside and disposed of. In 1999-00, we awarded contracts worth \$575,000—half of which comes from general tax revenue—to dispose of deer in 67 counties.

**Pay program operations costs:** Planning enforcement work, cooperating with other DNR programs, and paying for equipment and repairs and insurance and salary adjustment costs, are all vital to getting the job done. Without these basic services and tools, our wardens stationed statewide would not be able to do their jobs.

## Where are we going in 2000–2001?

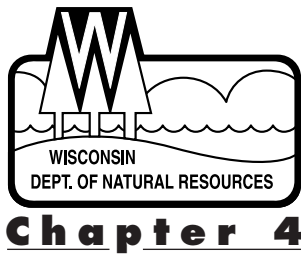
**Enforce wildlife, fishing, trapping laws:** Our enforcement program will continue its focus on “community wardening,” encouraging conservation wardens to become actively involved in local organizations and in building partnerships with citizens, public officials, media, legislators and private and public groups in their area. Wardens will devote more effort to ensuring that commercialization of natural resources such as wild ginseng, turtles, clams, and inland and Great Lakes fish doesn't deplete those species. And we will increasingly be using mobile data terminals to allow us to receive information more quickly and completely, aiding in investigations.

**Provide hunter education:** An important priority for our law enforcement program is to continue to promote responsible conduct by natural resources users. Everyone involved in the hunter education program will strive to eliminate accidents so that all hunters, anglers and other people enjoying outdoor recreation will return home safely.

## How is fish and game enforcement work funded?

Funding Source	Dollars (in millions)	Percent
Fish and Wildlife Fund		
License Fees	13.0	57
Pittman Robertson Hunter Safety	0.7	3
Subtotal, Fish and Wildlife Fund	13.7	60%
Rest of the Conservation Fund*	3.8	17
General Taxes (GPR)	4.0	18
Environmental Fund	1.0	4
Recycling Fund	<.1	<1
<b>Total</b>	<b>22.6</b>	<b>100</b>

\* The rest of the Conservation Fund is made up of Forestry, Parks, Water Resources, Snowmobile, Boating, Motorcycle, All Terrain Vehicle, Magazine, and Federal Indirect Funds.



# Facilities and Lands

*Buying, planning, and managing land, buildings, boat ramps, and other recreational facilities so that all citizens can enjoy Wisconsin's beauty and outdoor recreation.*

## Who pays for the facilities and lands program?

The Fish and Wildlife Account pays for \$8.6 million or 17% of the \$50.8 million facilities and lands program and 66 of its 156 positions. The additional 90 positions and \$42.2 million is provided through general tax funds (GPR), Environmental Fund, Recycling Fund, Petroleum Storage Cleanup Fund, Clean Water Fund and the rest of the Conservation Fund.

## Where does your Fish and Wildlife money go?

Acquire public hunting grounds, fisheries properties and boating access sites

Plan for public use of lands and facilities

Manage and maintain DNR lands

Design and build recreational and public use facilities

## What did your money accomplish in 1999–2000?

**Acquire land:** Buying or otherwise securing rights to land provides Wisconsin residents and visitors access to nature and outdoor recreation opportunities and protects the state's natural scenic beauty and biological diversity. In 1999-00, we bought 17,600 acres of fish and wildlife lands costing \$21 million, bringing the department's ownership to over 1.4 million acres, 55 percent of which is primarily for hunting and fishing.

**Plan for public use of lands and facilities:** We work with citizens to help develop "master plans" that identify activities allowed on certain properties—everything from building roads and parking areas to managing wildlife habitat and timber—and what the land will look like 10, 20 and 30 years down the road. Our staff develops "feasibility studies" to create new properties, and in 1999-00, completed the study for the Turtle Valley Wildlife Area and initiated studies for the proposed North Branch Milwaukee River Wildlife Area and Grand River Marsh expansion. We also continued master planning efforts for the Powell Marsh and Dell Creek wildlife areas and initiated master planning for the Lower Wolf River Bottomlands.



**Manage and maintain department lands:** Insuring people have a safe, enjoyable experience on public conservation and recreation lands requires a lot of behind-the-scenes work. Such work ranges from maintaining parking lots, roads, bridges, and campgrounds, to sampling well water, managing Porta-John contracts, assuring people with disabilities access to facilities and enforcing regulations on the property. We are responsible for developing the basic management policies and procedures for all department properties, including the 592,000 acres that make up the state's wildlife and fishery areas. Our facilities and lands staff manages the land on 152 Fishery Areas and about 200 DNR-owned public boat access sites.

**Design and build recreational facilities:** People need roads, trails, parking, boat launches and restrooms to enjoy department owned land. We work with other state agencies and with consultants and contractors to facilitate the design and construction of these structures. In 1999-00, we took 35 projects through the budget and design process and oversaw construction on a similar number of projects, including 7 boat access projects and 11 boarding docks at existing facilities.

## Where are we going in 2000–2001?

**Land acquisitions:** Acquire 15,000-plus acres across the state, many of which will be within fishery or wildlife areas.

**Construction projects:** Complete work on the 2001-2003 capital development budget; oversee construction on approved projects, including 40 boat access projects; and begin putting together the 2003-2005 capital development budget.

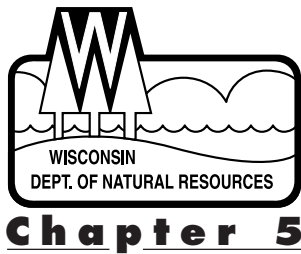
**Property Planning:** Begin a feasibility study for the proposed North Branch of the Milwaukee River Wildlife Area; continue master planning efforts for the Powell Marsh Wildlife Area, and the Lower Wolf River Bottomlands; and complete the master plans for the Dell Creek Wildlife Area and the Nevin Springs Fish and Wildlife Area. The department is actively implementing the new \$460 million Stewardship 2000 program which began on July 1, 2000. Increased funding (not Fish and Wildlife funds but all bonded money from the General Fund) will help offset higher acquisition and development costs, and also help the Department to take advantage of new opportunities to obtain and develop significant properties for public enjoyment and natural resource protection.

## How is the facilities and lands program funded?

Funding Source	\$ (in millions)	Percent
Fish and Wildlife Fund	8.6	17
Rest of Conservation Fund*	11.8	23
General Fund	28.5	56
Environmental Fund	1.0	2
Recycling Fund	0.3	<1
Petroleum Storage Cleanup Fund	0.4	<1
Clean Water Fund	0.2	<1
<b>Total</b>	<b>50.8</b>	<b>100</b>

\* The rest of the Conservation Fund consists of Forestry, Parks, Water Resources, Snowmobile, Boating, Motorcycle, All Terrain Vehicle, Magazine, and Federal Indirect funds.





# Licenses

*Working to provide anglers and hunters with convenient ways to buy licenses, to register their boats, and to get quick, consistent answers to their questions about regulations, licenses and our natural resources.*

## Who pays for the license program?

The Fish and Wildlife Fund pays for 50% of the \$11.3 million license program and 65 of its 139 positions. The additional 74 positions and \$5.7 million is provided through general tax funds (GPR), environmental fund, boating, all terrain vehicle and snowmobile funds and the rest of the Conservation Fund.

## Where does your Fish and Wildlife money go?

Sell hunting, fishing, trapping licenses

Issue special wildlife harvest permits

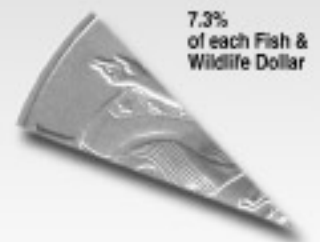
Issue commercial farm and occupational licenses

Educate customers and license agents

Pay program operations costs

## What Has Your Money Accomplished in 1999–2000?

**Sell hunting, fishing, trapping and other licenses:** State law requires people to buy licenses and permits to hunt, fish and trap; the DNR sells licenses at 27 service centers and works with about 1,500 Automated License Issuance System (ALIS) retail agents who sell licenses. ALIS continues to work well, with authorized license agent locations throughout Wisconsin, Illinois, Minnesota and Iowa. The new system gives the department vital marketing information in addition to promptly depositing revenue from the sale of hunting and fishing licenses through an electronic transfer of funds.



## Number of licensed hunters and anglers (depicts growth and seasonal fluctuations)

FY	Hunters	Anglers	Total
1995	784,003	1,357,428	2,141,431
1996	813,111	1,374,809	2,187,920
1997	739,345	1,401,050	2,140,395
1998	742,669	1,468,061	2,210,730
1999-00*	769,420	1,374,185	2,143,605*

\* Data was converted to coincide with the license year (April 1999-March 2000) after the introduction of an automated license system.

**Issue Hunter's Choice and other special wildlife harvest permits:** Many of the special wildlife harvest permit issuance systems (hunter's choice, goose, turkey, etc.) processes were modified with the implementation of ALIS. The new processes will enable more accurate and prompt delivery of special permits to our customers. Additionally, ALIS now offers immediate issuance of early and exterior goose permits.

**Issue commercial farm and occupational licenses:** We license occupational and commercial farm licenses (game farms, fur farms, deer farms, and shooting preserves) as well as taxidermists, bait dealers and guides.

**Educate customers and license agents:** Our employees who sell licenses now have easy access to information about customers' license status, and environmental topics and rules, so they can quickly and consistently answer customer questions and sell them licenses. With the introduction of ALIS, we can quickly communicate with our private license agents. Agents also have a procedures manual to refer to and receive seasonal updates and information through a newsletter. The automation of license sales facilitated the Department's response to Wisconsin Act 88, which requires giving license buyers the option of being removed from lists generated from license sales activity that are provided to third parties.

**Pay program operation costs:** Planning licensing work, securing technical services cooperating with other DNR programs, paying for equipment and repairs, and covering insurance and salary adjustment costs are all vital to getting the job done. Without these basic services and tools, the customer service and licensing staff stationed in 27 service centers statewide would not be able to do their jobs.

## Where are we going in 2000-2001?

**Sell licenses and permits:** Continuous improvements will be made to the Automated License Issuance System to improve customer service. Work will begin on developing license sales over the Internet.

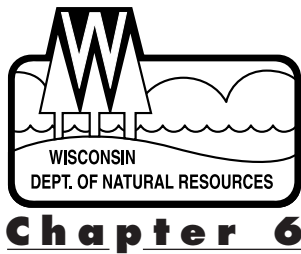
**Issue Hunter's Choice and other special wildlife harvest permits:** The ALIS system has been modified to handle the issuance of duplicate permits, giving customers the entire network of ALIS locations for this service. Enhancements are expected in managing the special permit application process, with more capabilities introduced via the internet.

**Educate customers and license agents:** We will partner with a representative group of agents to identify and improve the tools used to educate license agents and our mutual customers.

## How is the license program funded?

Funding Source	\$ (in millions)	Percent
Fish and Wildlife Fund	5.6	50
Rest of Conservation Fund*	4.5	40
General Fund	1.1	9
Environmental Fund	0.1	1
<b>Total</b>	<b>11.3</b>	<b>100</b>

\* The rest of the Conservation Fund is made up of Forestry, Parks, Water Resources, Snowmobile, Boating, Motorcycle, All Terrain Vehicle, Magazine, and Federal Indirect Funds.



# Regional Management

*Providing leadership and direction to Land, Enforcement and Water staff in the regions and Geographic Management Units.*

## Who pays for regional management?

The Fish & Wildlife Account pays for about 34% or \$3.0 million of the \$8.8 million regional management program and 37 of its 106 positions. The additional 69 positions and \$5.8 million are provided through general purpose tax revenue, environmental funds, and the rest of the Conservation Fund.

## Where does your Fish and Wildlife money go?

Maintain contact with local government and conservation groups on fish & wildlife issues

Direct geographic management unit staff and work

Develop and lead geographic management unit partnership teams

Oversee consistency of decisions and policies across regions

## What did your money accomplish in 1999–2000?

**Maintain contact with local government and conservation groups on fish & wildlife issues:** Working with local partners continues as the focal point for our field managers. Contact with hunters, anglers and other citizens, gathering input on decisions, clarifying department policies and initiatives and answering citizens' questions remains a high priority.

**Direct Geographic Management Unit staff and work:** Our managers provide leadership and direction to our fish, wildlife and enforcement field staff as they make daily decisions affecting the resources of the Geographic Management Unit.

**Develop and lead geographic management unit partnership teams:** Key to implementing the reorganization of the department are the external partnership teams in each geographic management unit of the state. Our Geographic Management Unit Leaders are responsible for convening, communicating with and developing issues brought forward from these non-DNR partnership groups.

**Oversee consistency of decisions and policies across regions:** Communicating across program and geopolitical lines, our field managers are responsible for maintaining consistency of policy and enforcement decisions from program to program and region to region.



## Where are we going in 2000–2001?

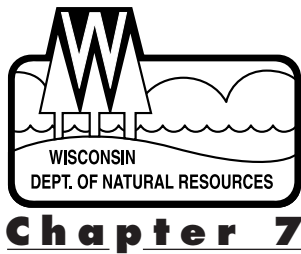
**Continue building the partnership teams in the Geographic Management Units:** Efforts will continue to refine and improve working relationships with the partnership teams, share information and decision making with our partners, and move forward with implementing the recommendations of these teams

**Manage for consistent application of policy across programs and the state:** Continue to improve communication across programs and regions resulting in improved consistency in policy application.

## How is regional management funded?

Funding Source	Dollars (in millions)	Percent
Fish and Wildlife Fund	3.0	34
Rest of Conservation Fund*	2.8	32
General Fund	2.9	33
Environmental Fund	0.1	1
Total	8.8	100

\* The rest of the Conservation Fund is made up of Forestry, Parks, Water Resources, Snowmobile, Boating, Motorcycle, All Terrain Vehicle, Magazine and Federal Indirect Funds.



# Administration

*The business function of the department provides direction and support which enables the rest of the department's programs to function.*

## Who pays for administration?

The Fish & Wildlife Account pays for 18% or \$6.3 million of the \$34.3 million department administration budget and 90 of its 371 positions. The additional 281 positions and \$28 million are provided through general purpose tax revenue, the Environmental Fund, the Clean Water Fund, the Recycling Fund, the Petroleum Storage Cleanup Fund, the Dry Cleaner Fund, and the rest of the Conservation Fund.

## Where does your Fish & Wildlife money go?

Meet with fishing and hunting organizations, government agencies, legislators and the public

Provide legal services

Administer programs funded by fish and wildlife account

Manage collective bargaining, recruiting and hiring

Provide computer support and develop e-government applications

Pay bills and manage payroll, benefits and financial records

Communicate with media, citizens and teachers

Manage and distribute grants

Provide mail services and distribute publications

## What did your money accomplish in 1999–2000?

**Meet with fishing and hunting organizations, government agencies, legislators and the public:** Natural resources policies and laws are the cornerstone of protecting Wisconsin's air, water, land, fish and wildlife. Winning public support for those policies among citizens, lawmakers, and other government agencies is an important part of the foundation. To gain this acceptance, we met with fishing and hunting organizations and the public, gave speeches and worked with the governor, lawmakers and other state and federal agencies.

**Provide legal services:** Our legal services staff drafts administrative rules and statutory language, develops contracts for land purchases, animal damage and land rights, interprets laws and represents the Fish & Wildlife programs in a variety of legal actions.

**Administer programs funded by fish and wildlife account:** As administrators, we lead and direct the staff members who perform the services to the Fish & Wildlife programs mentioned here.





**Manage collective bargaining, recruiting and hiring:**

We work on collective bargaining agreements, attract good people, manage the civil service hiring process and payroll, benefits and financial records of employees. We provide these services for the 819 staff funded by Fish & Wildlife dollars and for the rest of the department.

**Provide support for technology** which continues to play an important role. Recommend standards for computer equipment and programming which help staff manage species and habitat and provide efficient enforcement of laws, and move us toward e-government where information is readily available to citizens on-line.

**Pay bills and manage payroll, benefits and financial records:** Maintaining good financial records and paying bills, providing payroll and benefits are vital to our organization.

**Communicate with media, citizens and teachers:**

Keeping citizens informed and providing them opportunities to participate in decision-making about environmental and recreational initiatives is crucial to preserving Wisconsin's natural resources and active lifestyles of our citizens. Our weekly media packet was sent to 1,000 media outlets that turned them into stories that reached millions of citizens; *Wisconsin Natural Resources* magazine, reached a new readership high; and *EEK!*, our on-line magazine for kids, reached hundreds of schoolchildren. Beginning in January 2001, watch for *Into the Outdoors* our new TV program for kids.

**Manage and distribute grants:** Local government and nonprofit groups, clubs and individual citizens play important roles in protecting and enhancing Wisconsin's environment and providing recreational opportunities. We manage and distribute fish and wildlife account funds as grants to improve habitat, acquire land and protect stream banks.

**Provide mail services and distribute publications:**

Our mail and publications staff make sure our customers get the publications they request. We also are responsible for delivering mail among the DNR's central office in Madison, its 27 service centers and other state and federal agencies. It's a big and necessary job. This year we distributed more than 1.8 million publications to citizens.

## How is Administration funded?

Funding Source	Dollars (in millions)	Percent
Fish and Wildlife Fund	6.3	18
Rest of Conservation Fund*	11.0	32
General Fund	13.6	40
Environmental Fund	1.4	4
Recycling Fund	0.4	1
Petroleum Storage Cleanup Fund	0.2	1
Clean Water Fund	1.4	4
Dry Cleaner Fund	<0.1	<1
<b>Total</b>	<b>34.3</b>	<b>100</b>

\*The rest of the Conservation Fund is made up of Forestry, Parks, Water Resources, Snowmobile, Boating, Motorcycle, All Terrain Vehicle, Magazine, and Federal Indirect Funds.

# Wisconsin's Fish & Wildlife Annual Report

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For more specific information about the Fish and Wildlife Account, return this form.

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Please send me the more detailed report information on chapter(s) \_\_\_\_\_

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**We'd like to know if the information in this report was useful to you and if you have suggestions for the future Wisconsin's Fish and Wildlife Annual Reports. Please send your comments to: Linda Freitag/WM5, Wisconsin Department of Natural Resources**

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## Our Mission:

To protect and enhance our Natural Resources—  
our air, land and water;  
our wildlife, fish and forests.

To provide a clean environment  
and a full range of outdoor opportunities.

To insure the right of all Wisconsin citizens  
to use and enjoy these resources in  
their work and leisure.

And in cooperation with all our citizens  
to consider the future  
and those who will follow us.



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